



LITE attracts 797K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter – real people, real lives, real stories.

Brand Positioning:
All-Time Favourite

Target Audience:
40 - 59 year olds (Professionals)

Language:
English

FREQUENCY LISTING :

105.7FM	Klang Valley
104.4FM	Penang
94.6FM	Johor Bahru
104.4FM	Alor Setar
89.3FM	Taiping
101.5FM	Ipoh
104.6FM	Seremban
92.2FM	Melaka
104.7FM	Kuantan
105.9FM	K. Terengganu
104.3FM	Kota Bharu
100.1FM	Kuching
103.2FM	Kota Kinabalu

Astro Channel 854

THE BREAKFAST

WITH
ASHA & TERRY

**Weekdays,
6am to 10am**

Real Lives

Real People

Real Conversations

TERRY, a bubbly and witty guy who has been in the industry for over 20 years now joins Asha on The LITE Breakfast Show. He was previously on MIX FM but now, he's ready to spread his positive vibes through the radio airwaves every morning on LITE. With hundreds of radio commercials, PSAs and artist interviews under his belt, Terry is here to brighten up your day.



ASHA, a Malaysia-based model, host, producer, activist and radio announcer – and that's just the tip of it. On top of being the face for Channel [V] back in 1999, she also had a major role in production such as directing, scriptwriting and producing. Well-known for her unique character and quirky interview style, through her own various shows, she has interviewed the likes of the Bee Gees, Lenny Kravitz, Travis and Britney Spears.



Non has been part of the Malaysian radio scene since joining Mix FM in 1999. 7 years hosting a variety of shows for Mix FM has seen him interviewing some very interesting people including Sheila Majid, Savage Garden and Destiny's Child. He's an avid squash player having represented Johor at Sukma as well as the Nationals and continues to play competitively. Non will compete in the World Masters Games (Japan) in 2023..



FABES, who hosts the LITE Drive, gives you a great combination of the best songs and the biggest stories of the day, Traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



IKA joined the broadcasting industry straight out of college. She started reading the news on TV before going full steam with radio. She became a part of Astro's pioneer team in 1996 and helped set up LITE in 1996. She's now back on LITE after "retiring" and can be heard from 10am - 3pm every weekday.





Segments

6.00 am – 10.00 am	The LITE Breakfast with Asha & Terry Liven up your weekday mornings with Asha & Terry through conversations spanning the humorous and poignant; finding a balance between the lite-hearted and heartfelt content LITE is known for.
10.00 am – 3.00 pm	The LITE Workday with Ika Ika takes you through the workday with your All-Time Favourites plus shines the spotlight on inspiring women in her “Power Women” segment.
3.00 pm – 8.00 pm	The LITE Drive with Fabes De-stress on your drive home with Fabes as he plays your song requests in “You Say, I Play”, highlights memorable travel tales in “What a Trip” and helps you with simple stretches for fitness and mobility in “Phat to Fit”.
8.00 pm – 12.00 am	Nights with Non Unwind from your taxing week with love songs, R&B, Jazz and special features to spice your weeknights.